

# MITCH ZYTNOWSKI

2810 Broadlawn Avenue,  
Muscatine, IA 52761

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## Marketing Leader Advertising/Public Relations/Sales

### SUMMARY

Experienced professional with expertise in media, marketing, sales, communication, customer service, and public relations. Strengths include grasping and communicating new concepts, team leadership, and technical proficiency.

### CORE COMPETENCIES:

**Creativity:** Ideas that engage and sell.

**Advertising/Marketing:** Exceptional Creative Direction, Art Direction, Brand Management, Account Management, Media Research and buying.

**Sales:** I understand customer needs and provide solutions. Tenacious prospector, effective communicator, and confident closer.

**Leadership:** Apply best practices to maximize team impact; facilitate strategic planning for greatest results.

**Public Speaking:** Dynamic presenter; simplifies complex ideas; adept at PowerPoint and media presentation.

**Writing/Multimedia:** Persuasive ad copy, news content, speeches, and multimedia (video, audio, internet).

**Graphic Design/Pre-Press:** Creator of attractive, impactful publications; knowledgeable in printing processes and design software (e.g. Adobe suite).

**Technology:** Proficient in CRM tools, networking, and internet/social media for business. Windows, Mac, Office suite.

### WORK EXPERIENCE

#### Manager, Marketing and Sales (retired)

Muscatine Power and Water, Muscatine, IA - Mar 2021 – Apr 2025

- Oversee marketing and sales for a public utility providing electric, water, and telecommunications services.
- Responsible for brand management and all internal and external creative projects across print, audio, video, and web; brought most high-cost production in-house, saving significantly while enhancing quality and control.
- Develop and refine organizational publications, media advertising, and community-facing content, simplifying complex concepts for the public and strengthening the utility's reputation among customers and civic leaders.
- Introduce innovative ideas integrated into daily workflows and organizational culture; write presentations, news, quotes, and briefings for senior leadership in their voice.

#### Acting Manager, Marketing and Sales

Muscatine Power and Water, Muscatine, IA - Dec 2020 – Mar 2021

- Temporarily led marketing and sales efforts, ensuring continuity and strategic alignment during transition period.
- Managed creative output and media initiatives, maintaining high standards and cost efficiency.

#### Marketing Communications Specialist

Muscatine Power and Water, Muscatine, IA - Apr 2012 – Dec 2020

- Handled all creative aspects of internal and external communications, utilizing expertise in print, audio, video, and web to elevate quality and reduce reliance on external vendors.
- Saved significant costs by internalizing major marketing projects while improving public perception through clear, engaging messaging.
- Revamped publications, managed media advertising, and contributed ideas that became embedded in organizational practices.
- Authored leadership presentations and community briefings, earning trust for representing the utility effectively.

#### Marketing Manager

Shottenkirk Automotive Group, West Burlington, Nov 1995 – Apr 2012

- Founded and led an in-house advertising/marketing agency after persuading ownership to centralize marketing functions, freeing top managers to focus on sales and profit growth.
- Grew to a 3-person team, collaborating with general managers across 9 dealerships to develop and execute cost-effective marketing strategies achieving short- and long-term goals.
- Oversee weekly production of all advertising (print, radio, TV, direct mail), media buying, PR, and multi-location budget management.
- Leverage extensive skills to lead strategic planning, sales training, quality initiatives, and special projects beyond marketing, enhancing organizational communication and objectives.

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### KNOWLEDGE

#### Lifelong Learner

- As a mature and experienced worker, a significant portion of my business education has been formal and informal with hands-on learning in real world situations.

#### Omega School of Communications, Chicago, IL

- Associates Degree 1978
- Completed Broadcasting, Communications, and Advertising Program.

#### Downers Grove Community High School, Downers Grove, IL

- Graduate 1976
- Served as Program Director of campus radio station in senior year.

*“When it needs to be conceived, created, planned, presented or executed, give it to Mitch. He knows things and always delivers results.” —D. Miller*

### REFERENCES

#### David A. Miller

President, Miller Beauty Supply  
Burlington, IA  
319-759-0880

#### Greg Shottenkirk

President, Shottenkirk Automotive Group  
West Burlington, IA  
319-758-5900

#### Director of Marketing

Miller Beauty Supply Inc., Burlington, IA Jun 1993 – Nov 1995

- Led image development, market research, marketing plans, budgets, and creative staff; organized two annual trade show/educational events blending client education with sales opportunities.
- Collaborated with purchasing to ensure product availability for strong promotions; managed graphics department producing all promotional materials.
- Drove customer-focused relational marketing efforts to boost client profitability through consulting with them on local advertising, promotions, and management practices.

#### Manager of Sales & Marketing

Crystal Ice Company, West Point, IA Dec 1991 – Jun 1993

- Secured a \$1M, 5-year contract with a major grocery chain, expanding beyond small-scale clients to dominate a 3-state market with superior production and delivery systems.
- Drove sales growth by penetrating new markets, acquiring competitors, developing distributors, and innovating merchandising, packaging, and advertising methods.
- Delivered a national convention presentation on packaging/delivery innovations (1992) and wrote the keynote for the national Packaged Ice Association President.

#### Executive Director

Ft. Madison Chamber of Commerce & Economic Development Corp, Ft. Madison, IA Dec 1987 – Dec 1991

- Won dual leadership roles with no prior experience, revitalizing a debt-ridden Chamber by improving public image, growing membership, and eliminating debt within one year.
- Spearheaded economic development, generating 1,000+ jobs and \$30M in private investment through business recruitment, expansions, and startups.
- Managed operations, staff, volunteers, budgets, grant writing, lobbying, strategic planning, and negotiations.

#### Radio Personality

Bick/Pritchard Broadcasting, Burlington, IA Jan 1999 – Feb 2012

- After several years off-air, I hosted daily radio shows on WINK-FM and KQ92, in addition to concurrent full-time career. Technology made it possible with just a 30 minute daily commitment and it was an excellent way to maintain sharp speaking skills.

#### Operations Manager

Talley Broadcasting Inc., Fort Madison, IA Oct 1979 – Dec 1987

- Supervised programming, production, and technical staff at KBKB AM & FM while contributing to sales, purchasing, and promotions. Previously Program Director, Music Director and Production Director.
- Recognized in the market as the top morning radio personality, leading advertising copywriter, and creative audio producer.

